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Found by eminent doctors on comparing, four
other leading cigarette brands average three times as
irritant as the strikingly contrasted Philip Morris—
and, the irritation lasts more than five times as long!

CALL FOR

PHILIP MORRIS

AMERICA'S FINEST CIGARETTE



1003071179



All smokers do—sometimes. And
so it's very much to your interest to

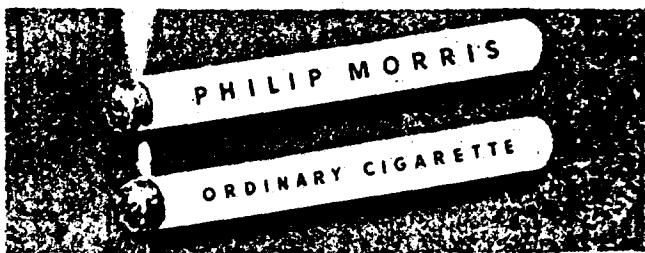
Enjoy to the full the flavor and aroma of the
world's finest tobaccos—with no worry about
throat irritation—even if you inhale!

DO YOU INHALE?

All smokers do—some times. And inhaling
increases the chance of smoking-irritation.



• Long known to eminent medical authorities is this vital difference between Philip Morris and four other leading cigarettes. On comparison, the other four brands averaged 235% more irritant than the strikingly contrasted Philip Morris. Read on:



• Further—the irritant effect of the four other leading brands was found to last more than five times as long! You can't see this difference—but you can feel it, especially when you inhale! That's vital to all who smoke!



• Especially if you inhale—Call for Philip Morris! Enjoy the world's finest tobaccos—with no worry about throat irritation.

**AMERICA'S FINEST
CIGARETTE**

CREATORS OF FAMOUS CIGARETTES FOR 22 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

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